

Corridor Discovery

A QUARTERLY NEWSLETTER ABOUT PROGRESS ALONG THE S.C. HERITAGE CORRIDOR

Plan Will Protect Scenic Highway



The Savannah River Scenic Highway's identity is firmly rooted in its rural landscapes

We all know a beautiful drive when we're taking one. Maybe it's the majestic trees that line the road or the picture-perfect view of fields with their time-worn barns or maybe it's the apple orchards, one after another, that woo us. Whatever the qualities, we are enchanted by scenic routes.

But preserving the state's scenic roadways won't just happen. In the current environment of economic development, the state's scenic drives cannot be preserved for future generations to enjoy without planning and cooperation.

That's why the South Carolina Department of Parks, Recreation & Tourism and the South Carolina Department of Transportation have convened a team to establish a plan for the Savannah River Scenic Highway. This highway is a series of roads that parallel the Savannah River and its lakes. It is part of the nature route for the South Carolina Heritage Corridor. Because of its scenic value, the two agencies are sponsoring a team of planners to help local communities figure out what is special about the route and how to preserve it. The team is preparing a corridor management plan for the Savannah River Scenic Highway.

The team is lead by Mary Means, a community planner best known as the creator of the national Main Street program. Also on the team are Jim Klein, a landscape architect who specializes in roadside environments, and Wilbur Smith Associates, an engineering firm experienced with the state's highways, safety and engineering issues. The team hopes to gather all levels of interest -- business, civic, farming,

forestry, property owners -- together to decide what must be done to insure the road doesn't lose those qualities that make it scenic.

"Think about it," says Means. "A scenic road is a special driving experience because of hundreds of little things -- great vistas, of course, but also the little unexpected glimpses and features. Countless everyday decisions -- fixing guardrails, putting up a sign, cutting trees, planting wildflowers, preserving an old barn -- all have an effect on the special quality of the views."

Unless there is an understanding of the scenic value and a plan to preserve it, the quality of the highway could gradually erode. The planning team's assignment includes making recommendations about directional signs, ideas for heritage interpretation programs, and methods for marketing the area to visitors.

Means is concerned that members of the public may misunderstand the purpose of the planning team. "People sometimes think we are going to be telling them what they can and cannot do with their land and rightly get upset," she said. "We aren't going to do that. This will not be a regulatory plan, but a collaborative one. We hope it will spark landowners and community groups to voluntarily undertake projects that add to the area's scenic beauty."

The objective of the plan is to foster an active program of beautification, land conservation, roadway improvements, and other activities along this Upstate scenic highway.



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The Jocassee Gorges: Stewardship and Opportunity

In the far northwestern corner of South Carolina's Heritage Corridor, a once-in-a-lifetime opportunity has been presented. Duke Power has offered to sell 33,000 acres of the Jocassee Gorges to the citizens of South Carolina. With peaks and gorges, bald eagles and black bears, rare wildflowers and cascading waterfalls, this wedge of the Upstate protects unique natural resources that are a part of South Carolina's heritage.

At a time when governments are reluctant to buy land for protection, state and federal leaders realize this is a unique opportunity and are racing to protect the land before it is lost to development.

"It is absolutely critical to our future that we protect these beautiful natural resources to showcase what South Carolina is all about," Gov. David Beasley said recently. The governor is working with

the South Carolina Legislature to secure about \$10 million, or one-third of the total purchase price.

What will this mean for nature-based tourism and the Heritage Corridor? Region 1 already has a reputation for outstanding natural features, such as Table Rock State Park and the National Wild and Scenic Chattooga River. With the addition of these pristine lands, visitors will have further opportunities to hike along mountain trails; fish in some of South Carolina's best trout streams; see rare plants, such as the Oconee Bell; and paddle in South Carolina's mountain lakes, Lakes Jocassee and Keowee. Visitors attracted to these sites and activities will have a positive economic impact in this region as they rely on local merchants for lodging, food and other services.



Joanna Angel demonstrates her techniques to visitors at the SC Artisans Center in Walterboro.



Scenic view of South Carolina's mountain lakes.

Five Corridor Projects To Receive Legacy Trust Funding

Five projects within the South Carolina Heritage Corridor have been selected by the Legacy Trust Board to receive funding this year.

Established in 1995 by the General Assembly, the Legacy Trust provides funding for conservation, historic preservation, and outdoor recreation projects. Selected projects can use the allocated funds, matched with their own, for purchase or development of sensitive heritage areas that promote the quality of life in South Carolina. A total of \$2,356,000 was distributed among 15 projects that range from the restoration of historic structures, development of interpretive centers, and purchase of heritage preserves.

Projects within the corridor that will receive funding include:

- The South Carolina Botanical Garden Southern Living Project, Clemson. The project is the future site of the Region 1 Discovery Center, \$210,000;
- The Old Edgefield District Museum, Edgefield. The project is the future site of the Region 2 Discovery Center, \$10,000;
- The Burt-Stark Mansion Preservation Project, Abbeville, \$12,500;
- The Charleston County Courthouse Restoration, Charleston, \$325,000; and
- Market Hall Restoration, Charleston, \$325,000.

Nature-based Tourism Workshop Set For July 15

SC Parks, Recreation & Tourism, SC Sea Grant Consortium, US Forest Service and US Fish and Wildlife Service and The Sewee Association are sponsoring a day-long Nature-Based Tourism Development workshop on July 15, 1997 at the Sewee Visitor and Environmental Education Center near Awendaw, SC.

This workshop will be open to people who are interested in developing a nature-based business or promoting nature-based tourism development in their local area.

There will be a fee for the workshop and more details will be available soon. For more information call Jennifer Stucker Rennicks at (803) 734-0344.

THE SOUTH CAROLINA ARTISANS CENTER

If you haven't visited the South Carolina Artisans Center in Walterboro, don't wait another minute! The center -- a restored Victorian cottage in the town's historic district -- is filled with crafts representing more than 170 South Carolina artists from all corners of the state. The variety includes everything from hand-blown glass, wood carvings, ceramics, basketry, weaving, photography, pottery, beadwork, stained glass, gourds, clocks, jewelry, furniture, metal work, wood work, juggling boards, Pawleys hammocks, fiber arts, sculptures, quilting and hand-made dolls, among other items. The center even has goat's milk soap and aromatherapy candles made from South Carolina grown herbs. Prices range from \$2 to several thousand dollars. All crafts are handmade by South Carolina residents.

The center opened in Walterboro in 1994 to showcase and market the hand-crafted artwork of our state's leading artists. In addition to the retail outlet, there are interpretive displays, live demonstrations and scheduled educational programs.

By promoting the indigenous crafts produced exclusively by South Carolina artists, the center creates a better understanding of our rich and diverse cultural heritage. It has been recognized by the governor as "The Official Folk Arts and Crafts Center of South Carolina."

Located within the South Carolina Heritage Corridor, near I-95, the center is an emerging attraction for tourists. Not only is the center a unique place to find a wide assortment of South Carolina art in a single setting, it also tells some of the story of South Carolina's people and culture to visitors as they pass through our state.

Currently the center hosts "Handmade" events 18 Saturdays during the year to give visitors an opportunity to view artists at work. A newly hired educational folklorist, Bruce Baker, will be expanding the center's educational programming. Renovations are underway on a separate building adjacent to the center that will serve as the education center. This building will house an expanded program of displays, demonstrations, in-depth classes on crafts, and a resource library for artists.

Plan to stop by the center and enjoy some of the most creative South Carolina crafts and traditional folk art available in our state under one roof. "Handmade" events are offered from 10 a.m. to 3 p.m. May 3, 10, 24; September 6, 13, 20; October 4, 11, 18; and November 1, 8, 15. For additional information call Mary Hunt, executive director, at (803)549-0011. Special arrangements for group tours are available upon request.



"HandMade" events at the SC Artisans Center give visitors an opportunity to view artists at work.

Opportunities Resource Ideas...

Developing Funding Sources

Projects vary in purpose, impact and audience, but one denominator remains the same, every project needs some form of funding. More often than not, the funding needs are great and range from "bricks and mortar" to general strategic planning dollars.

So how do you find funding for your project?

First and foremost, you must be totally committed to your project, believe in its purpose and have an organized plan of action. Your commitment will play a major role in the ability to "sell" your project to others, establishing much needed support. Before you can reasonably pursue funding sources you must first determine the amount of support you have.

A clear, decisive plan of action will establish what your organization is trying to achieve and its benefits to the community. Additionally, a plan of action will provide you with the infrastructure and guidance necessary to keep you on task. A few key elements your plan should include:

- overall budget
- business plan
- operational and ongoing funding plans

By providing concrete planning objectives, you are establishing your project's credibility as well as your organizations long-term commitment to the success of the project.

Funding opportunities should be investigated throughout the planning and organizing process. Feasibility of the community's commitment is crucial through this development stage of the project. Community "buy-in" can make or break a project. Without your community's support, the need for this project will be difficult to establish, impacting your credibility with potential funding sources. You have the responsibility of educating your community on the benefits of supporting the project. To achieve the support you need, share your ideas and programs with other groups. Not only does this technique strengthen the educational component, but establishes your credibility as well.

In order to seek funding you must know exactly what your project is. Think of your project as a "product" you are trying to sell. The more information, the clearer the plan of action, the more buy-in you have, the greater your opportunity for success.

CALENDAR OF EVENTS

May

Abbeville Spring Festival	3
Lowcountry Shrimp Festival, McClellanville	3
Handmade, SC Artisans Center, Walterboro	3,10,24
Confederate Memorial Day, Rivers Bridge State Park	9
Heritage Day, Table Rock State Park	10
Liberty Fest, Liberty	10
Seneca Spring Heritage Festival	10
Spring at Hampton, McClellanville	10
Mountain Heritage Day, Devils Fork & Oconee Station State Park	17
Springtime in the Falls, Calhoun Falls	17
SC Native Plant Society Symposium, Clemson University	24
Spoletto Festival USA, Charleston	23 - June 8
Piccolo Spoleto, Charleston	23 - June 8
Beech Island Heritage Day	24
Osprey Watch, Santee State Park	31

June

Evening by Lake Jocassee, Devils Fork State Park	4,11,18,25
National Trails Day, Santee State Park	2
Greenways & Long Distance Trails Conference, Sewee Center	6
Edisto Riverfest, Colleton State Park	12-15
SC Festival of Flowers, Greenwood	20-21
Promised Land Festival, Greenwood	21
Gold Rush Days Festival, McCormick	28

July

4th of July Celebration, Bettis Academy, Trenton	4
Possum Creep & July Blast, Barnwell	4
Hillbilly Day, Mountain Rest	4
Revolution in the Backcountry, Oconee Station State Park	4
Nature-Based Tourism Workshop, Sewee Center	15
Pirates of Coastal Carolina, Charles Towne State Park	19
Project Wild, Santee State Park	26

August

American Classic Tea Open House, Charleston	2
Hispanic Festival, Charleston	16
Williamston Spring Water Festival	23
Labor Day Laser Light Show, Charleston	30-31

Great ways to experience South Carolina's Heritage Corridor!

Heritage Corridor

REGION 3 IN THE SPOTLIGHT

HIGHLIGHTING
SC REGIONS ONE
AT A TIME



EFCO Corporation Donates Windows for Agricultural Heritage Center

EFCO Corp. has donated windows for use in one of the three buildings being restored at the Agricultural Heritage Center, proposed site of the Region 3 Discovery Center. The contribution is worth \$12,300.

The Agricultural Heritage Center is located three miles outside of Blackville on S.C. Highway 78, near the Clemson University Experimental Station. The center will include the proposed Region 3 Discovery Center, a Hands-On Learning Center and an Agricultural Interpretive Museum.

Based in Monnett, MO, EFCO recently opened a plant in Barnwell, where it manufactures industrial windows. EFCO Chief Executive Officer William Fuldner decided to make the donation as a show of support for the local Heritage Corridor initiative.

The windows donated by EFCO will be used on the building that will house the Agricultural Interpretive Museum. EFCO specially designed the window to complement the building's late 1930's architectural style.

Heritage Corridor

REGIONAL UPDATE

Region 1: Anderson, Oconee, Pickens (864) 656-7488

- Region 1 recently developed an operational plan. Dr. Chris Sieverdes, founder of the Palmetto Leadership Program, worked with the region's communities, counties, and regional boards to develop the plan.
- Old Pickens Presbyterian Church (circa 1830) in Oconee County, recently listed on the National Register of Historic Places, is undergoing a comprehensive strategic planning process that will see the structure restored, the grounds landscaped, and the facility opened to the public for church services, special events and educational programming. The structure is an example of a mid-19th century church built in meeting-house style.
- A 20-year-redevelopment plan for downtown Anderson was approved in December. The Anderson Development Corp. and the city will offer financial and technical assistance to businesses locating in the defined redevelopment area. Assistance includes low-interest loans, fixed grants, and architectural drawings. For information, contact Steve Tanner at (864) 231-5933.
- The first annual South Carolina Native Plant Symposium, Celebrating South Carolina's Natural Heritage, will be held May 24, 1997 from 9 a.m. to 5 p.m. at Clemson University. This day-long event will address the issues of preservation, stewardship and resource management. Rudy Mancke of SCETV and Tommy Wyche, founder of the Natural Land Trust will be keynote speakers. For registration information, call the South Carolina Botanical Garden office at (864) 656-3405.

Region 2: Abbeville, Edgefield, Greenwood, McCormick

- The SC Festival of Flowers, held at Park Seed in Greenwood, has been named among the Top 20 Spring/Summer Events

by the Southeast Tourism Society. The festival, scheduled for June 20-22, includes tours of gardens, concerts and activities on Lake Greenwood.

- Representatives of Bettis Academy in Greenwood have been busy giving tours of the historic school, applying for National Trust grants, and designing a mural for the property. They also hosted a March for Parks/Cultural Expo in April. For a tour of the historic African-American private school, contact Willa Lanham at (803) 649-7709.
- In Edgefield County, the Arts Council has opened a gallery on the Square which will feature a local artist each month. Meanwhile, the Historical Society is working to save the Baynham Pottery clay mill by relocating it to the Pottersville site, and the new probate office will now house the historical records of the district in its vault.

Region 3: Aiken, Bamberg, Barnwell, Orangeburg (803) 284-2800

- Two new restaurants have opened on the S.C. Highway 78 Discovery Route of the Corridor. Chef Bob Funderburk, after having cooked for former presidents and dignitaries in Washington, D.C., has returned to his wife's hometown to open the Denmark Diner. Kenneth and Carolyn Rowe have opened Cafe Yesterday and Le Petite Bakery in downtown Branchville.
- The City of North Augusta's Riverfront Development is progressing quickly. Construction of the new 18-hole golf course on the Savannah River began in January and the course should be playable by October.
- Denmark's Dane Theater was awarded the S.C. Downtown Development Association's Community Commitment Award. The award is presented in recognition of a community's commitment to redevelopment in its downtown.

- Congratulations to the towns of Barnwell and Springfield, which have completed their inventories and are now beginning work on their special corridor-related projects.

Region 4: Charleston, Colleton, Dorchester (803) 853-8000 ext. 3105

- Dorchester County celebrated its 100th Anniversary in February, and Gov. David Beasley was a guest speaker. The county organized many successful community events, including a press conference to inform the public about the completed historic survey of Dorchester.
- The Laurel Hill Bed & Breakfast Inn in McClellanville has been selected as one of America's favorite inns by the guidebook *America's Favorite Inns, B&B's, and Small Hotels*. Twenty-five awards are given nationwide to recognize exceptional hospitality, comfort, food, decor and accommodations.
- The city of North Charleston's committee recently held two familiarization tours focusing on historic and recreational sites. The tours included stops at St. Peter's AME church, war worker housing, and historic and recreational sites on the former naval base. Al Hester, a University of South Carolina graduate student in Applied History is working with this committee to develop interpretive material documenting the social history of North Charleston from 1915 to 1950.
- The Colleton County Historical and Preservation Society has hired J. Stephen Smith, a Camden architect, to design a stabilization plan for the Bedon-Lucas House. The circa 1820 house was purchased by the Society in 1996, following its listing as one of the 11 most endangered structures in South Carolina. For more information contact Bud Price at (803) 549-1930.



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